

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/APR. 23, 1962

1962

| january | | | | | | | february | | | | | | | march | | | | | | |
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING SUNDAY, APRIL 22, 1962

EASTER ACTIVITIES IN NEW YORK CITY

| | | | |
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| Sunday April 22 12:00 Noon Luncheon | EASTER LUNCHEON AND FASHION SHOW Summer fashions, designed by Roxanne. Hats--Lilly Dache. Shoes--David Evins. Jewelry--Trifari. Show at 2:00 P.M. Reservations--\$9.00; contact: Mr. Fred, PL. 5-4100. Fashion Director: Mia Grau, PL. 5-1127. | SAMUEL WINSTON, INC. | PARK LANE HOTEL TAPESTRY ROOM |
| Sunday April 22 12:00 Noon- 4:30 P.M. Brunch | FASHION SHOW AT EASTER BRUNCH Easter fashions "On The Avenue" introducing the Spring Girl. Fashions by Scaasi. Hats--Emme, designed for Scaasi. Shoes--Fiorentina. Jewelry--Scaasi. Handbags--M.M. Hosiery--Phoenix. Gloves--Kislav. Coiffures--Charles of The Ritz. (Fashion show, 1:30-2:30.) Commentator: Maggi McNellis. Reservations--\$5.50; contact: Mr. Hugo, PL. 5-0600. Fashion Director and Producer: Martha Holiday, RE. 7-2160. | SCAASI | HOTEL DRAKE MON PLAISIR |
| Sunday April 22 12:30 P.M.- 2:30 P.M. Brunch | SUMMER FASHIONS AT EASTER BRUNCH Fashions by Oleg Cassini. Furs--Georges Kaplan. Hats--Emme. Jewelry--Marrella. For Benefit of Camphill Village, U.S.A., (Copaque, N.Y.). Reservations--\$12.50. Contact: EL. 5-7490. | OLEG CASSINI | CAFE CHAMBORD 803 THIRD AVENUE |
| Sunday April 22 1:00 P.M. Luncheon | FASHION SHOW ON EASTER SUNDAY Trend-setting Easter fashion showing of Mr. John's "Elegant Watteau" collection of hats, couture furs, boutique accessories, and custom cosmetics for Spring-Summer 1962. Jewelry--Marrella. Reservations--\$8.50; "Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, PL. 2-5726. | MR. JOHN, INC. | SHERATON EAST HOTEL BALLROOM |
| Sunday April 22 1:00 P.M. Luncheon | EASTER SHOWING OF HATS AND FASHIONS Don Marshall's collection of Spring millinery; also fashions by Jonai. Jewelry--Marrella. For benefit of the Judson Health Center. Reservations--\$11.00; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director and Commentator: Mary Alice Rice, PL. 2-5726. | DON MARSHALL; JONAI, INC. | HOTEL PLAZA RENDEZVOUS ROOM |
| Sunday April 22 1:00 P.M. Luncheon | BENEFIT LUNCHEON ON EASTER SUNDAY In memory of Oscar Hammerstein II, the Sixth Annual Luncheon and Musical Review, for benefit of the Damon Runyon Fund for Cancer Research, sponsored by the Ladies Auxiliary. Subscription--\$25.00. Reservation contact: Hilda Gould at Damon Runyon Fund, 730 Fifth Ave., JU. 2-5400. | DAMON RUNYON FUND FOR CANCER RESEARCH | HOTEL PIERRE BALLROOM |

(continued on following page)

EASTER ACTIVITIES IN NEW YORK CITY--(continued)

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| Sunday April 22 1:00 P.M. Luncheon | FASHION SHOW AT EASTER LUNCHEON Couture fashions from Rome. Hats--Cesar Rubio. Furs--Max Bogen. Jewelry--Frances Guyot. Price: \$8.50 for Friends of N.Y. City Center. Contact: TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000. | DE LEMA HAROLD LEVINE, INC.; EMME | HOTEL PIERRE COTILLION ROOM |
| Sunday April 22 1:00 P.M. And 3:00 P.M. Brunch | FASHION SHOW AT EASTER BRUNCH Summer collection of dresses, designed by Don Breitinger for Harold Levine. Hats--Emme. Furs--Mirka for Couture Furs. Jewelry--Ann Caviness. Gloves--Kislav. Shoes--Ferragamo. Coiffures--Tony Migliaro. Reservations--\$6.00; contact: Mr. Francois, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542. | HAROLD LEVINE, INC.; EMME | HAMPSHIRE HOUSE FOUNTAIN ROOM |
| Sunday April 22 1:30 P.M. Luncheon | FASHION SHOW AT EASTER LUNCHEON Fashions by Edward Abbott, Fontana of Rome, Gothe, Rosalie Macrini, Vera Maxwell, Neil de Paul of Nilo, Pattullo-Jo Copeland, Maurice Rentner, Swiss Fabric & Embroidery Center, Shannon Rogers for Jerry Silverman, Anne Verdi. Suits--Bellciano. Coats--Bataldi. Hats--Sally Victor. Furs--Christie Bros. Coiffures--Michel Kazan. Children's dresses--Cinderella. Boys' fashions by Charles Sheldon for Hi-Line. Fashion Show Director and Commentator: Mia Grau. Price--\$9.00. Contact: EL. 5-3000. | LEADING DESIGNERS | WALDORF-ASTORIA EMPIRE ROOM |
| Sunday April 22 2:00 P.M. Luncheon | EASTER LUNCHEON SHOWING: HATS AND FURS Millinery by John Frederics. Furs--Leo Ritter. Jewelry--Marvella. Children's dresses--Claire Brooke Originals. Price: \$11.00 for benefit of Easter Seal Campaign. Contact: "Banquet Dept.", PL. 9-3000. Commentator and Plaza Fashion Director: Mary Alice Rice, PL. 2-5726. | JOHN FREDERICS | HOTEL PLAZA TERRACE ROOM |
| Sunday April 22 2:30 P.M. Luncheon | PRESENTATION OF FASHIONS AT LUNCHEON Fashions by Edward Abbott, Countess Alexander, Terry-Allen, Gothe, Pattullo-Jo Copeland, Maurice Rentner, Neil de Paul of Nilo, Rudolf, Swiss Fabric & Embroidery Center, Shannon Rogers for Jerry Silverman, Anne Verdi. Suits--Bellciano. Hats--Rose Saphire. Furs--Mona Lisa, designed by Max Koch. Coiffures--Michel Kazan. Children's dresses--Joseph Love. Director and Commentator: Mia Grau. Price--\$9.00. Contact: EL. 5-3000. | LEADING DESIGNERS | WALDORF-ASTORIA SERT ROOM |
| Monday April 23 9:15 A.M. Coffee | PRESS PREVIEW OF SUMMER FASHIONS Saks-34th will preview Abby Kent misses fashions for the press. By invitation. (<u>Informal modelling throughout store Mon., April 23 from 9:30 A.M. 8:00 P.M.</u>) Contact: Selma Spanier, LA. 4-7000, Ext. 448. | SAKS-34TH | 5TH FLOOR BRIDAL SALON |
| Beginning Monday April 23 | FALL KNITWEAR COLLECTION Aileen's Fall collection of cotton knit and wool knit separates at continuous daily showings. Publicity: Essie Pinsker, WI. 7-4591. | AILEEN | 1407 BROADWAY SHOWROOM - 32ND FLOOR |
| Beginning Monday April 23 | SKI FASHIONS FOR 1963 Ulla's ski, après-ski, and Winter boutique fashions, designed by Vicki Cooper. By appointment. Contact: Ceil Maurer, BR. 9-9076. | ULLA | 1384 BROADWAY SHOWROOM - 18TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday April 23 | SHOWING: TRANSITION AND FALL COLLECTION | BOBBIE BROOKS, INC. | 1407 BROADWAY ROOM 3902 |
| | Showing of Transitional junior dresses, petite dresses, sportswear; also Fall sportswear--continuous daily. Showings also in Merchandise Mart-- Dallas, Chicago, Atlanta; 112 W. 9th St., L.A.; and 3830 Kelly Ave., Cleveland. Publicity: Clare Affens, PE. 6-2392. | | |
| Tuesday April 24 9:00 A.M. Breakfast | MEN'S FASHIONS BY PAULINE TRIGERE | M. & D. SIMON (180 MADISON AVENUE) | STROLLERS THEATRE CLUB 154 EAST 54TH STREET |
| | Preview of fashions for "gentlemen of leisure" designed by Pauline Trigere. By invitation. Contact: LE. 2-7031. | | |
| Tuesday April 24 5:00 P.M.- 8:00 P.M. Champagne | SWEATERS OF ACRILAN AT FASHION SHOWING "Stolen Sweaters"--Fall sweaters of Acrilan, "stolen" by Helen Harper from Austria, England, France, Greece, Ireland, Portugal, Spain, Turkey, (Champagne Buffet.) By invitation. Contact: Mary Ann Zimmerman at Bell & Stanton, 441 Lexington Avenue, YU. 6-1250. | HELEN HARPER (1407 BROADWAY) | PLAZA HOTEL BAROQUE SUITE |
| Beginning Tuesday April 24 | JUNIOR TRANSITION COTTON COLLECTION | LANZ ORIGINALS, INC. | 1407 BROADWAY SHOWROOM - 26TH FLOOR |
| | Lanz' transition cotton dresses; cotton and wool sportswear for career and campus. Contact: Audrey Brock, OX. 5-6440. | | |
| April 25 | MACY'S RELEASE DATE--"By The Sea" fashions. (No Show) | | |
| Wednesday April 25 10:00 A.M. Coffee | PRESS PREVIEW OF SUMMER SPORTSWEAR "Sun-Side Strip"--Summer collection 1962. (For release, Fri., April 27.) By invitation. Publicity: Margot Infantino, LO. 4-3300. | GIMBELS | 3RD FLOOR SPECIALTY CORNER |
| April 27 | GIMBELS' RELEASE DATE--Summer Sportswear. Preview April 25. (See Above) | | |
| Beginning Saturday April 28 | FALL OPENINGS IN CALIFORNIA <u>April 28:</u> Oscar of Beverly Hills; M. Nadler; Georgia Bullock; Helen Rose; H. Charles; Ernest Newman; Los Angeles Fashion Guild. <u>April 29:</u> Maxwell Shieff; Michael Novarese; Jewel; Helga. <u>April 30:</u> Werle; Elis Porter; Marusia; Travilla; Cahill; Irene. By appointment: M. Nadler; Mike Anthony; Wayne Fuller; Michaelson Inc.; Charles Cooper. <u>May 1:</u> Peggy Hunt; Cooper's Couture. <u>May 2:</u> Stanley Nelson. Contact: Barbara L. Trister, 819 Santee Street, Los Angeles. | LOS ANGELES FASHION GUILD | LOS ANGELES CALIFORNIA |

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| April 29 | DAYLIGHT SAVING TIME BEGINS--Sunday. (Move clocks one hour ahead.) | | |
| Sunday April 29 12:30 P.M. Brunch | SUMMER FASHIONS DURING BRUNCH | DAVID HART, INC. (530 SEVENTH AVENUE) | HAMPSHIRE HOUSE FOUNTAIN ROOM |
| | Summer dresses, designed by John Derro for David Hart, available at Lord & Taylor. Millinery--Emme. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Associates, 117 E. 37th Street, MU. 9-8542. | | |
| April 30 | MACY'S RELEASE DATE--Lingerie fashions. (No Show) | | -3- |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday April 30 8:30 A.M. Breakfast | FALL FASHIONS IN LOS ANGELES, CAL. Preview of Werle's Fall fashions. Showing at 9:00 A.M. By invitation. Contact: Jose Fernandez of Werle, 626 N. Robertson, OLeander 5-8926. | WERLE ORIGINALS (626 N. ROBERTSON) | BEVERLY WILSHIRE HOTEL LE GRAND TRIANON |
| Monday April 30 6:00 P.M. | FALL-WINTER FASHIONS IN LOS ANGELES Bud Kilpatrick will preview his Fall-Winter collection. By invitation. Contact: Eph Feinberg, 2139 Stoner Ave., West Los Angeles, Cal. | BUD KILPATRICK | 2139 STONER AVENUE WEST LOS ANGELES |
| Beginning Monday April 30 | CASUAL AND DRESSY BOYS' WEAR FOR FALL "Thoroughbred Look"--young gentlemen's fashions for Fall, in sizes 2 to 4 and 3 to 7. By appointment. Contact: Ruth Shaw, WI. 7-2562. | HI-LINE | 112 WEST 34TH STREET SHOWROOM - 8TH FLOOR |
| Tuesday May 1; May 2 12:00 Noon Luncheon | PREVIEW: FALL KNIT- WEAR COLLECTION Preview of Fall knit dresses, sportswear and sweaters, designed by Rudi Gernreich, May 1 and May 2 at 12:00 Noon, at the Charles Rose showroom. By invitation. Thereafter informal showings. Contact: BR. 9-5664. | RUDI GERNREICH FOR HARMON KNITWEAR | 1407 BROADWAY SUITE 600 |
| May 2 | SAKS FIFTH AVENUE RELEASE DATE--Anne Fogarty's Summer Fashions. (No Show) | | |
| Wednesday May 2 2:30 P.M. | FALL SPORTSWEAR AND SWEATERS Fall sportswear and sweaters, designed by Stanley Wyllins. By admission card only. Contact: Jean MacGregor, OX. 5-4760. | MR. MORT SPORTSWEAR; MR. MORT SWEATERS | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Beginning Wednesday May 2 | OPENING: FALL CASH- MERE COLLECTION Daily showings of Fall 1962 collection, featuring decorated cashmere cardigans and cashmere ensembles. Contact: WI. 7-8130. | NANNETTE CASHMERES, INC. | 1410 BROADWAY SHOWROOM - 18TH FLOOR |
| Thursday May 3 9:30 A.M. Coffee | IMPORTED SPORTSWEAR AND SWIMWEAR Ohrbach's will preview their collection of imported sportswear and swim- wear. For the press, by invitation. Publicity: Mark Klauser, OX. 5-4000. | OHRBACH'S | 2ND FLOOR |
| Thursday May 3 12:30 P.M. Luncheon | SUMMER FASHIONS AT LUNCHEON SHOW Fashions by Highlight, designed by Pat Sandler, available at "Miss Berg- dorf." Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726. | HIGHLIGHT FASHIONS (498 SEVENTH AVENUE) | HOTEL PLAZA PERSIAN ROOM |
| Thursday May 3 4:00 P.M. Cocktails | PREVIEW: FALL SPORTSWEAR FASHIONS White Stag will present their Fall sportswear collection, at a preview for press and buying offices. Showing at 4:30 P.M. By invitation and admission card only. Contact: Ruth Freund, BR. 9-1972. | WHITE STAG MFG. CO. (1407 BROADWAY) | PARK LANE HOTEL CRYSTAL ROOM |
| Monday May 7 5:00 P.M. Cocktails | PREMIERE OF NEW SUIT COLLECTION L'Amerique--new collection of suits, designed in Paris for the petite miss and petite junior. By invitation. Informal showings thereafter. Contact: Norma Rousseau, LO. 4-7832. | HANDMACHER-VOGEL, INC. | 533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday May 7 | BACK-TO-SCHOOL AND ACTIVE SPORTSWEAR Fall back-to-school and active sportswear, designed by Vicki Cooper for Ulla. By appointment. Contact: Ceil Maurer, BR. 9-9076. | ULLA | 1384 BROADWAY SHOWROOM - 18TH FLOOR |
| Tuesday May 8 10:30 A.M. | OPENING OF FALL SUIT COLLECTION Showings May 8, 22, June 5, 12, 19, 26 at 10:30 A.M. Contact: Norma Rousseau, LO. 4-7832. | HANDMACHER-VOGEL, INC. | 533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Tuesday May 8 2:30 P.M.; 8:30 P.M. | ANNUAL FASHION SHOW-- DESIGNS BY STUDENTS Awards will be presented to students at evening show by designer critics: Donald Brooks, Jeanne Campbell, Guy Douvier, David Kidd, Helen Lee, John Moore, George Nardiello, Mona Roset, Fernandino Sarmi, Pembroke Squires, Jacques Tiffeau. Prices: \$2.00--2:30 P.M.; \$3.00--8:30 P.M.; \$5.00 (reserved). Contact: Alvin Appel, PL. 9-2214. | PARSONS SCHOOL OF DESIGN | 410 EAST 54TH STREET |
| Beginning Tuesday May 8 | BACK-TO-SCHOOL AND FALL COLLECTION Continuous daily, featuring a group of stretch pants. Contact: WI.7-6700. | "MR. THOMSON" | 1410 BROADWAY SHOWROOM - 22ND FLOOR |
| May 9 | ABRAHAM & STRAUS RELEASE DATE--Opening of Beach Shop. (No Show) | | |
| Wednesday May 9 12:30 P.M. Luncheon | SUMMER FASHIONS AT LUNCHEON SHOW Showing of Harvey Berin's Summer fashions, available at De Pinna. (Rummage donation for Kips Bay Boys' Club.) Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, PL. 2-5726. | HARVEY BERIN, LTD. (530 SEVENTH AVENUE) | SHERATON-EAST HOTEL BALLROOM |
| Wednesday May 9 2:30 P.M. | PRESS PREVIEW: FALL RAINWEAR COLLECTION Couture rainwear, designed by Adele Lawrence. By invitation. Beginning Mon., June 4, daily showings at 9:00 (breakfast); 4:00 (tiffin). By reservation. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews-Latham, 128 East 37th Street, MU. 5-7907. | LAWRENCE OF LONDON | 512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Beginning Wednesday May 9 | PREMIERE SHOWING OF SIMONETTA COLLECTION Continuous showings of Simonetta's Italian casual Fall sportswear, made in Rome exclusively for House of Suburbia. By appointment.. Contact: Mr. Jesse Goodman, LO. 3-7900. | HOUSE OF SUBURBIA | 525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Thursday May 10 12:00 Noon Luncheon | CHILDREN'S DIVISION LUNCHEON MEETING "The Young Internationals"--children's show. Report and commentary by Virginia Steele, McCall's Magazine. Co-Chairmen: Virginia Steele, McCall's Magazine, and Cullette B. Touey, Lord & Taylor. Prices--\$8.00, members; \$10.00, guests. Contact: CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| Thursday May 10 3:30 P.M. | TENTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons"--fashion show, featuring Jacques Tiffeau's fashions and past winners. Cotton award will be presented to Jacques Tiffeau by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130. | NATIONAL COTTON COUNCIL OF AMERICA | GRACIE MANSION EAST END AVENUE |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Friday May 11 11:00 A.M. | PRESS PREVIEW: FUR-LINED COATS & SUITS Fall-Winter fur-lined coats and suits in misses sizes; Customite sizes (5'5" and under); Petite Customite (5'1" and under), designed by Betti Belmont. By invitation. Thereafter daily, beginning Tues., May 22 at 9:30, 11:30, and 3:30. By appointment. Contact: Miss Lee, LO. 5-4632. | STYLE TRENDS, INC. | 512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Friday May 11 2:30 P.M. | PREVIEW OF FALL COLLECTION Aywon will present their Fall collection of dresses and costumes, designed by Miss Sabina and Violet Feigen. (Note Change Of Time.) By invitation. Thereafter, June 5, 6, 7, 12, 14 at 4:00 P.M. Contact: LO. 3-0870. | AYWON DRESS COMPANY | 525 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Monday May 14 10:30 A.M. | PRESS PREVIEW OF FALL COLLECTION Herbert Sondheim's Fall collection, designed by Sara Ripault. By invitation. Thereafter, May 16, 17, 22, 23, 24, 28, 29, 31 at 10:30 A.M. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709. | HERBERT SONDEHEIM, INC. | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Monday May 14 12:15 P.M. Luncheon | PRESS PREVIEW OF FALL COLLECTION Preview by invitation. Showings at 1:00 P.M., May 15, 16, 22, 23, 29, June 5, 6. By appointment. For preview, contact: Marie Shapiro; thereafter Lee Lerner, LO. 3-0988. | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Monday May 14 4:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION Preview of Fall sportswear and separates, designed by Leo Narducci. By invitation and admission card only. Continuous daily thereafter. Contact: Bette Estes, LA. 4-4671. | LOOMTOGS, INC. | 1410 BROADWAY SHOWROOM - 15TH FLOOR |
| Monday May 14 6:30 P.M. Cocktails-Dinner | DINNER-FASHION SHOW FOR FALL 1962 Formal dinner and fashion show in tribute to American designers, featuring costumes from the N.Y. Couture Group in Du Pont fibers. Preview of trend-setting styles for Fall 1962. Cocktails: 6:30; Dinner: 7:30, followed by show. For retail store executive, buyers, and press. By invitation only. Trade contact: Nancy McNish, LO. 3-6400, Ext. 491. Press contact: Mabel Henderson, LO. 3-6400, Ext. 303. | DU PONT COMPANY | HOTEL ASTOR BALLROOM |
| Beginning Monday May 14 | OPENING: FALL-WINTER COLLECTION Parnes Feinstein's Fall-Winter collection of misses daytime, "Special Occasion" dresses and costumes. Contact: Aaron Parnes, BR. 9-0952. | PARNES FEINSTEIN, INC. | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Beginning Monday May 14 | OPENING OF FALL COLLECTION Continuous showings of Fall cashmere coordinates and boutique separates, designed by Dorothy Arden. Contact: CH. 4-2370. | ARBE ORIGINALS, INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Tuesday May 15 9:00 A.M. Breakfast | SUB-TEEN FASHIONS & MERCHANDISING CLINIC Eighth annual back-to-school subteen fashion and merchandising clinic--complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900. | AMERICAN GIRL MAGAZINE | F. I. T. 227 WEST 27TH STREET |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday May 15 10:30 A.M. | OPENING OF FALL COLLECTION Showings at 10:30 A.M., May 15, 22, 25, 29, June 5, 8. By reservation. Contact: Sam Cohn, LO. 3-5650. | PATTULLO- JO COPELAND, INC. | 498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Tuesday May 15 1:00 P.M. | OPENING OF FALL JUNIOR COLLECTION Fall junior fashions, designed by Anne Klein. | JUNIOR SOPHISTICATES Anne Klein | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR Contact: LO. 4-0462. |
| Tuesday May 15 1:15 P.M. | OPENING OF FALL COLLECTION Showings May 15, 16, 17, 22, 23, 24 at 1:15. By appointment. Contact: Lucille Gordon, LO. 5-2727. | DAVID GOTTLIEB, INC. (GOTHE) | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Tuesday May 15 2:30 P.M. | OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 15 17, 22, 23, 24, 29, 31, June 5, 7 at 2:30 P.M. Press Preview, Monday, May 21 at 3:00 P.M. By reservation. Publ.: Eleanor Stoner, LA. 4-6968. | MAURICE RENTNER, LTD. | 498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Tuesday May 15 4:00 P.M. Cocktails | OPENING OF FALL- WINTER COLLECTION Showing highlights of "All American" collection of rainwear and outer- wear for Fall-Winter, featuring tie-in with the new musical "All Ameri- can." For press and buyers, by invitation. Continuous thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942. | MARCH & MENDEL; P.R.L. ALL WEATHER | 500 CLUB 500 SEVENTH AVENUE |
| Beginning Tuesday May 15 | OPENING OF EARLY FALL COLLECTION Continuous showings of Jerry Silverman's early Fall collection of costumes and wool dresses, designed by Shannon Rodgers. Contact: CH. 4-4940. | JERRY SILVERMAN | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Wednesday May 16 12:00 Noon Luncheon | PREVIEW OF FALL DRESS COLLECTION Preview of Fall dresses and costumes, designed by Miguel Dorian. By in- vitation. Continuous daily thereafter. Contact: CH. 4-2270. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288. | MURRAY ZENKEL, INC. | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| Wednesday May 16 1:15 P.M. | OPENING OF FALL COLLECTION Sylvia Kaplan's dresses and ensembles for daytime and late-day. There- after, May 21, 23, 28, June 4, 7 at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115. | NAT KAPLAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Wednesday May 16 2:30 P.M. | OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 16, 23, June 5, 13. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220. | CHRISTIAN DIOR- NEW YORK INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Wednesday May 16 4:00 P.M. | PRESS PREVIEW OF FALL COLLECTION Jane Derby's Fall collection. By invitation. Thereafter, May 22, 24, June 5, 6, 7 at 10:30 A.M. By appointment. Contact: Mabel Glemby, LA. 4-9350. | JANE DERBY | 550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |

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| Beginning Wednesday May 16 | SHOWING OF FALL ITALIAN KNITWEAR | AVON (P. CELLI) | LILLIAN FRANK 42 W. 58TH ST., RM. 212 |
| | Continuous daily showings of Avon's Fall Italian knitwear fashions. Contact: Lillian Frank, PL. 5-4592 or PL. 3-3500, Ext. 212. | | |
| Thursday May 17 8:45 A.M. Breakfast | "YOUNG FASHIONS FOR FALL 1962" | PARENTS' MAGAZINE (52 VANDERBILT AVENUE) | HOTEL PIERRE GRAND BALLROOM |
| | Fall fashions for toddlers, girls, pre-teens, and boys. Showing at 9:15 A.M. By invitation. Contact: Monroe E. Michels, MU. 5-4400. | | |
| Thursday May 17 10:30 A.M. | OPENING OF FALL COLLECTION | RUDOLF GOWNS | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| | Showings at 10:30, May 17, 22, 24, June 5, 6, 8, 12, 14. Contact: WI. 7-6865. | | |
| Thursday May 17 12:00 Noon | PREVIEW: FALL COUTURE FASHIONS | COUNTESS ALEXANDER | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Couture collection of Fall fashions, for press and buyers. (Luncheon on first day only.) By invitation. Thereafter, May 22, 23, 24, June 5, 6, 7 at 12:00 Noon, by appointment. Contact: CH. 4-5693. | | |
| Thursday May 17 1:00 P.M. | OPENING OF FALL COLLECTION | HARVEY BERIN, LTD. | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| | Harvey Berin's Fall collection. Contact: PE. 6-0206. | | |
| Thursday May 17 2:30 P.M. | OPENING: FALL COLLECTION | BRANELL | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| | Showing of Branell's Fall collection, May 17, 21, 22, 23, 24, 29, 31, June 5, 6, 7, 12, 14 at 2:30 P.M. By reservation. Contact: PE. 6-6983. | | |
| Thursday May 17 2:30 P.M. | OPENING OF FALL COLLECTION | CEIL CHAPMAN | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| | Showings at 2:30, May 17, 22, 23, June 5, 6, 7, 12. By reservation. Contact: LA. 4-5800. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Thursday May 17 4:00 P.M. Cocktails | PREVIEW OF FALL SPORTSWEAR | HAYMAKER SPORTS, INC. | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| | Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Publicity: Lorene Kramer, BR. 9-6560. | | |
| Friday May 18 10:30 A.M. | OPENING OF FALL COLLECTION | WILLIAM FOX, INC. | 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| | Showing of Fall collection, designed by Louise Armour at 10:30 A.M., May 18, 21, 24, June 4, 7, 12, 14. Contact: CH. 4-7940. | | |
| Friday May 18 10:30 A.M.; 1:30 P.M. | FALL COCKTAIL AND EVENING FASHIONS | CAMEO EVENING FASHIONS; FIVE-THIRTY P.M. | 530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| | Fall collection, designed by George Nardiello, at 10:30 A.M. and 1:30 P.M. By reservation. Thereafter at 9:30 A.M., May 22, 23, 24, 29, 31, June 5, 6, 7, 12, 13, 14. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151. | | |
| Friday May 18 10:30 A.M. | OPENING: FALL DRESS COLLECTION | EDWARD ABBOTT- WILSON FOLMAR | 530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Showings at 10:30, May 18, 24 (Press), June 4, 5, 6, 7, 8, 11, 12, 13, 14, 15. Also showing June 7 at 4:00 P.M. (cocktails). By invitation and appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490. | | |

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| Friday May 18 11:30 A.M. | PRESS PREVIEW: FALL DRESS COLLECTION Preview at 11:30 A.M., by invitation. Thereafter 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194. | ABE SCHRADER CORP. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR May 22, 23, 28, 29, at |
| Friday May 18 12:00 Noon | OPENING OF FALL COLLECTION Paul Blumenstein's Fall collection, May 18, 22, 24, 29, June 6, 13, at 12:00 Noon. By reservation. Contact: WI. 7-0152. | PAUL BLUMENSTEIN | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Friday May 18 12:00 Noon | FALL COLLECTION AT PREVIEW Showings May 18, 23, 31, June 5, 7, 12, 14 at 12:00 Noon. By appointment. Contact: Ruth McLaughlin, LO. 4-6337. | ESTEVEZ, INC. | 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Friday May 18 2:00 P.M. | OPENING OF FALL COLLECTION Showings May 18, 22, 28 at 2:00 P.M. Contact: Anne Towne, CH. 4-2655. | ROSALIE MACRINI, INC. | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Friday May 18 2:15 P.M. | OPENING OF FALL DRESS COLLECTION Showing of Paul Parnes Fall dress collection. Contact: CH. 4-4600. | PAUL PARNE CORP. | 498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Beginning Friday May 18 | OPENING OF FALL COLLECTION Continuous daily showings. Publicity: Betty Yarmon, LO. 4-9194. | MORT SCHRADER | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Monday May 21 11:30 A.M. | OPENING OF FALL COLLECTION "Around The Clock"--Fall dress collection, designed by Dorothy Farbo. By reservation. Thereafter, May 24, June 5, 7, 12 at 11:30 A.M. Contact: Marcella Wolfe or Maggie Robbins, BR. 9-5991. | MIGNON | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Monday May 21 1:00 P.M. | PREVIEW OF FALL LINGERIE COLLECTION Kayser-Roth's Fall collection of lingerie, followed by luncheon. For press and buyers, by invitation. Publicity: Phyllis Youngheart, PL.1-0752. | KAYSER-ROTH | 425 FIFTH AVENUE SHOWROOM - 2ND FLOOR |
| Monday | PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Pg.7) | | |
| Monday May 21 4:00 P.M. | OPENING OF FALL COLLECTION Fall collection of dresses, costumes, and suits, May 21, 23, 28, 31, June 4, 5, 6 at 4:00 P.M. By reservation. Contact: PE. 6-5547. | HARMAY | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Tuesday May 22 7:30 A.M. Breakfast | ANNUAL BREAKFAST SHOWS Milliken will present Fall fashions at 7:30 A.M. showings--May 22, 23, 24, 29, June 1, 4, 5, 6, 7, 8, 12, 13, 14. Breakfast in the afternoon--May 28 and 31 at 3:30 P.M. Fashion Director: Claudette Rose. By invitation and ticket only. Contact: Helen Pavoski, OX. 5-1200. | MILLIKEN, INC. | HOTEL ASTOR GRAND BALLROOM |
| Tuesday May 22 9:00 A.M. Breakfast | PREVIEW OF FALL LEATHER FASHIONS Imported leathers, fabrics, and knits, including skiwear. By invitation. Thereafter continuous in showroom. Contact: Lou Clarke, LO. 4-6587. | SAMUEL ROBERT, INC. (1407 BROADWAY) | 500 CLUB 500 SEVENTH AVENUE |

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| Tuesday May 22 10:00 A.M. | PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., May 24, 29, June 5, 7, 13. Contact: Sally MacDonald, LO. 4-3246. | SEYMORE FOX, INC. | 512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Tuesday May 22 11:30 A.M. | PREVIEW: FALL COAT AND SUIT COLLECTION Fall-Winter coats, suits, ensembles, designed by David Kidd. Thereafter at 11:30, May 24, 29, June 5, 7, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, EL. 5-7872. | ARTHUR JABLOW, INC. | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Tuesday May 22 2:00 P.M. | OPENING: FALL COAT AND SUIT COLLECTION Harry Frechtel's Fall collection of coats and suits, May 22, 24, 29, June 5, 7, 13 at 2:00 P.M. Contact: Jo MacLeod, PE. 6-1310. | HARRY FRECHTEL, INC. | 205 WEST 39TH STREET SHOWROOM - 4TH FLOOR |
| Tuesday May 22 2:30 P.M. | PREVIEW SHOWING OF FALL COLLECTION Gross-Sydney's Fall collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. By invitation. Continuous daily thereafter. Contact: Miss Carol, CH. 4-3558. | GROSS-SYDNEY, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Wednesday May 23 10:00 A.M. Coffee | OPENING: FALL COUTURE FASHIONS Daytime, cocktail, and evening fashions, designed by Pepe Fernandez. Showing also June 6 at 10:00 A.M. Thereafter, by appointment. Contact: Mrs. Sylvia Fernandez or Miss Justo, PL. 2-1191. | PEPE FERNANDEZ | 211 EAST 53RD STREET SALON - 7TH FLOOR |
| Wednesday May 23 10:30 A.M. | PREVIEW OF FALL DRESS COLLECTION Fall preview at 10:30 A.M. By reservation. Thereafter June 4, 5, 6, at 2:30 P.M. Contact: Murray Solomon, LO. 4-3600. | REMBRANDT | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Wednesday May 23 2:00 P.M. | PREMIERE PREVIEW FOR THE PRESS Ilie Wacs will premiere his Fall couture collection of coats and suits. By invitation. For buyers, May 25 at 2:00 P.M. and May 31 at 3:30 P.M. By reservation. Publicity: Mathews-Latham, 128 E. 37th St., MU. 5-7907. | ILIE WACS COUTURE | 512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR |
| Wednesday May 23 2:30 P.M. | PREVIEW: FALL SUIT COLLECTION For press and resident buying offices, by invitation. Continuous daily thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560. | DAVID CRYSTAL, INC. | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Wednesday May 23 4:00 P.M. Cocktails | PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall collection of sportswear, dresses, and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter at showroom. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260. | ROBERT SLOAN, INC. (498 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| Wednesday May 23 4:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION Fall collection, designed by Celia Phillips and Elinor Simmons. By invitation. Thereafter June 4, 5, 6, 11, 12, 13 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690. | FRANK STARR ORIGINALS | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |

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| Thursday May 24 10:00 A.M. | PREVIEW OF FALL COATS AND SUITS Jack Sarnoff's Fall collection of coats and suits, designed by Mollie. For press and buyers, by invitation. Showings thereafter May 28, June 5, 7, 12, 14 at 10:00 A.M., by appointment. Contact: PE. 6-7121. | JACK SARNOFF, INC. | 512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR |
| Thursday May 24 10:30 A.M. | PREVIEW OF FALL COLLECTION Fall sportswear, dresses, at-home fashions, designed by Melba Hobson. For press and buyers, by invitation. Continuous daily thereafter. Contact: Bernice Lewis, WI. 7-8178. | MELBA HOBSON FOR MR. GEE | 1407 BROADWAY SHOWROOM - 25TH FLOOR |
| May 24 | PRESS SHOWING: EDWARD ABBOTT'S FALL COLLECTION AT 10:30 A.M. (See Pg. 8) | | |
| Thursday May 24 1:15 P.M. | OPENING OF FALL COLLECTION Oleg Cassini's Fall collection at 1:15 P.M., May 24, June 5, 6, 7, 12, 13. By reservation. Contact: Kay McGowan, LO. 5-6453. | OLEG CASSINI, INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Thursday May 24 2:30 P.M. | PREVIEW OF FALL DRESS COLLECTION For press and resident buying offices, by invitation. Beginning May 28 - Monday through Thursday at 10:30 A.M. Publicity: Jeanette Gottlieb, BR. 9-6560. | DAVID CRYSTAL, INC. | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Monday May 28 2:30 P.M. | PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M., May 31, June 4, 6, 8, 12, 14. Contact: IA. 4-3310. | GEORGE CARMEL, INC. | 530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR |
| Monday May 28 4:00 P.M. Cocktails | PRESS PREVIEW OF FALL FASHIONS Lee Claire will present their Fall collection of late-day and formal fashions, designed by Earl Luick. For press and buyers, by invitation. Showings thereafter at 1:30, June 4, 5, 6, 7, 12, 13, 14. By appointment. Contact: Jack Sulzer, WI. 7-9470. Publ.: Margaret Hodge, LT. 1-3260. | LEE CLAIRE, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Tuesday May 29 10:00 A.M. | PREVIEW OF FALL COATS AND SUITS Preview by invitation. Showings at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20, 21. By appointment. Contact: Herbert Gallant, IA. 4-7286. | FRANK GALLANT, INC. | 205 WEST 39TH STREET SHOWROOM - 5TH FLOOR |
| May 30 | MEMORIAL DAY (Wednesday). | | |
| Thursday May 31 2:00 P.M. | SHOWING OF FALL COAT COLLECTION Showing of Fall coats May 31, June 1, 4, 6, 7, 12 at 2:00 P.M. Contact: Louis Mariani, BR. 9-8988. | ORIGINALIA | 512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR |
| Thursday May 31 3:00 P.M. Champagne | PREVIEW OF FALL COAT COLLECTION La Vigna will preview their Fall coat collection, designed by Bill Giardiello. For press and buying offices, by invitation. Beginning Mon., June 4, showings at 3:30 P.M., daily. Publicity: Barbara McGinniss, PE. 6-2365. | LA VIGNA, INC. | 512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR |

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| Friday June 1 11:00 A.M. | PRESS PREVIEW OF FALL COLLECTION Wragge's Fall collection. Thereafter, June 5, 6, 11 at 11:00 A.M. <u>All showings by invitation only.</u> Contact: WI. 7-4968. | B.H. WRAGGE, INC. | 550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Friday June 1 12:30 P.M. Champagne- Luncheon | PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. (<u>Note Change Of Date.</u>) Thereafter, Tues., Wed., Thurs., at 12:00 Noon, followed by luncheon. By appointment. Contact: Harold Queler, LO. 3-4358. | VERA MAXWELL, INC. | 530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR |
| Monday June 4 10:30 A.M. | PREMIERE: WHOLESALE FALL COLLECTION Premiere preview of Hattie Carnegie's Fall wholesale collection. For the press, by invitation. Thereafter, June 5, 7, 11, 13, 15 at 10:30 A.M. By reservation. Contact: PL. 5-2600. | HATTIE CARNegie | 498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Monday June 4 1:00 P.M. | OPENING OF FALL COLLECTION Showings at 1:00 P.M., June 4, 5, 6, 7, 11, 12, 13, 18. By appointment. Contact: Jean Roberts, LA. 4-3520. | TEAL TRAINA, INC. | 550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Monday June 4 2:00 P.M. | PREVIEW OF FALL COLLECTION Max Lawrence preview of Fall dresses and costumes, designed by Walter Gerson. For press and buyers, by invitation. Continuous thereafter. Contact: WI. 7-2055. | MAX LAWRENCE, INC. | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Monday June 4 3:30 P.M. | PREVIEW OF JUNIOR FALL COLLECTION Junior Accent and Petite Accent Fall fashions, designed by Frank Adams. By invitation. <u>Also showing Tues., June 5 at 11:00 A.M.</u> Continuous daily thereafter. Contact: LO. 4-1434. | JUNIOR ACCENT; PETITE ACCENT | 498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Monday June 4 4:00 P.M. | OPENING OF FALL COLLECTION Mademoiselle Ricci's Fall collection, designed in Paris by Jules Francois Crahay of Nina Ricci. Also showing Thurs., June 7 at 4:00 P.M. (<u>Note Change Of Date and Time.</u>) By invitation. Contact: Rhoda Marcus, OX. 5-4760. | MADEMOISELLE RICCI | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Beginning Monday June 4 | SHOWING OF FALL COAT COLLECTION Continuous daily showings. Contact: Alan Baron, PE. 6-8867. | BRITTANY (HENRY FRIEDRICKS CO.) | 205 WEST 39TH STREET SHOWROOM - 13TH FLOOR |
| Tuesday June 5 9:30 A.M. Coffee | PRESS PREVIEW: FALL- WINTER FUR COLLECTION Fantasia Furs will present their Fall-Winter fur collection. By invitation. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., EL. 5-7872. | FANTASIA FURS, INC. (STESSEL, WARE, PRINCE) | 333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Tuesday June 5 11:00 A.M. | PRESS PREVIEW: FALL & WINTER FUR COLLECTION Preview of Revillon's wholesale Fall and Winter fur collection. By invitation. Thereafter by appointment. Publ.: Bill Paige, PL. 9-5504. | REVILLON | 352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |

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| Tuesday June 5 2:30 P.M. | PREVIEW: FALL-WINTER FUR COLLECTION | FREDRICA FURS | 345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. <u>Trade showing, Wed., June 6 at 10:30 A.M.</u> Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288. | | |
| Tuesday June 5 4:30 P.M. Cocktails | PREVIEW: SPORTSWEAR COLLECTION FOR FALL | CABANA (1410 BROADWAY) | HOTEL PLAZA TERRACE ROOM |
| | Cabana will present their Fall collection of sportswear, separates, and at-home fashions, designed by Pembroke Squires. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326. | | |
| Beginning Tuesday June 5 | OPENING: FALL COLLECTION | MILARRE ORIGINALS, INC. | 1400 BROADWAY SHOWROOM - 9TH FLOOR |
| | Continuous daily showings of Milarre's Fall collection. Contact: Milton Lichtstein, WI. 7-7787. | | |
| Wednesday June 6 8:30 A.M. Breakfast | FASHION SHOW AND BREAKFAST | INGENUE MAGAZINE (750 THIRD AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| | Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. For press, retailers, and buying offices, by reservation. Tickets: \$3.50. Publicity: Fay O'Neill, YU. 6-6300. | | |
| Wednesday June 6 9:30 A.M. Coffee | PREVIEW: FUR FASHIONS BY CONSTANTINO | THE CHRISTIE BROS. FUR CORP. | 333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | Fall-Winter fur fashions, designed by Constantino. Fashion Director and commentator: Mia Grau. By invitation. Contact: PE. 6-6944. | | |
| Wednesday June 6 11:00 A.M. | PREVIEW: FALL-WINTER FUR COLLECTION | MAX BOGEN, INC. | 350 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| | The Bogens will preview "Young Elegance" in furs, designed by Phyllis. Commentator: Ernest Bogen. Publ.: Terry V. Seymour, MU. 8-6380. | | |
| Wednesday June 6 3:00 P.M. Champagne | PREVIEW: FALL-WINTER FUR FASHIONS | MONA LISA FURS | 333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| | Preview of Fall-Winter fur fashions for Mona Lisa by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852. | | |
| Beginning Wednesday June 6 | OPENING: FALL DRESS COLLECTION | RONA DRESSES, INC. | 1400 BROADWAY SHOWROOM - 19TH FLOOR |
| | Continuous daily showings of Rona's Fall collection. Contact: CH. 4-3872. | | |
| Thursday June 7 11:00 A.M.; 4:00 P.M. | PRESS PREVIEW OF FALL COLLECTION | SARMI, INC. | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | Sarmi's Fall collection. <u>Buyers' preview at 4:00 P.M.</u> By invitation. Thereafter by appointment. Contact: CH. 4-7270. | | |
| Thursday June 7 12:00 Noon | OPENING OF FALL COLLECTION | TALMACK, INC. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Showing of Fall collection, designed by John Moore, June 7, 12, 14 at 12:00 Noon. Contact: BR. 9-1195. | | |

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| Thursday June 7 2:00 P.M. | PREVIEW OF FALL COUTURE FASHIONS Mary Black's Fall couture collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Norma Bell, PL. 8-2014. | MARY BLACK OF LONDON | 41 WEST 57TH STREET SHOWROOM - 8TH FLOOR |
| Thursday June 7 2:30 P.M. | PREVIEW OF FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. Contact: Herman Susskind, CH. 4-7551. | QUALITY FURS- MANOS & BLOCK | 333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Thursday June 7 3:30 P.M. Cocktails | FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly at 4:00 P.M.</u> For retail stores, by invitation only. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100. | SEVENTEEN MAGAZINE (320 PARK AVENUE) | WALDORF-ASTORIA BALLROOM |
| Thursday June 7 5:15 P.M. Champagne | PREVIEW OF FALL COUTURE FASHIONS Rossino-Angela's showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Mr. Di Marinis, JU. 2-1747. | ROSSINO-ANGELA | 30 WEST 57TH STREET SHOWROOM - 3RD FLOOR |
| Friday June 8 9:00 A.M. Breakfast | PREVIEW OF FALL- WINTER FUR FASHIONS Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter, beginning Mon., June 11 at 10:30 and 2:30, by appointment at showroom. Contact: Rose Ciacci, OX. 5-8340. | LAURENCE H. KAYE FURS (345 SEVENTH) | HOTEL PLAZA TERRACE ROOM |
| Friday June 8 10:30 A.M. | PREVIEW OF FALL IMPORT FASHIONS Preview of Fontana's Fall import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280. | FONTANA OF ROME | HOTEL PLAZA STATE SUITE |
| Friday June 8 3:00 P.M. | TWENTY-SEVENTH ANNUAL COLLEGE CLINIC "August Mademoiselle, Campus Guide"--Back-to-school fashions from Mademoiselle's August 1962 college issue. Merchandise exhibit and reception 3:00 P.M. <u>Showing promptly at 4:00 P.M.</u> Tickets: \$7.50, by invitation only. (<u>Special buses, Metropolitan Opera, from 2:30.</u>) Contact: Shirley Ryan, MU. 9-5900. | MADEMOISELLE MAGAZINE (420 LEXINGTON AVENUE) | WALDORF-ASTORIA BALLROOM |
| Monday June 11 2:30 P.M. | PREVIEW OF FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Mathews-Latham, MU. 5-7907. | BEN KAHN FURS | 150 WEST 30TH STREET SHOWROOM - 13TH FLOOR |
| Tuesday June 12 9:00 A.M. Champagne Breakfast | PREVIEW: READY-TO- WEAR FUR COLLECTION Reaty-To-Wear fur collection. By invitation. Thereafter, 10:30 and 2:30, at showroom, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130. | RITTER BROTHERS (224 WEST 30TH STREET) | HOTEL PLAZA TERRACE ROOM |
| Tuesday June 12 2:30 P.M. | PREMIERE: FURS BY JACQUES HEIM Premiere showing of Fall-Winter fur fashions, designed in Paris by Jacques Heim, exclusively for Sol Schulman. For press and buyers, by invitation. Publicity: Gwen Considine, PE. 6-4481. | SOL SCHULMAN COMPANY | 150 WEST 30TH STREET SHOWROOM - 9TH FLOOR |

